

GREYHOUND-6-60 \$2400

ELECTRIC LIGHTING - SELF STARTING - UNIT POWER PLANT - SIMPLICITY - BEAUTY - INDIVIDUALITY

The Oakland Platform FOR 1913

THIS is a history making year. Men are talking of past records, achievements, policies and platforms. Automobile companies, like men, are making records; leaving their imprint; creating new standards. The Oakland is making automobile history and our platform and message for 1913 are so vital and important that every one interested in automobiles should be acquainted with them.

Our platform is sound, mechanically and artistically. Our platform is modern—progressive, for we have incorporated electric lighting and self-starting. The last of the motoring worries are over. In the 1913 Oakland they have all been banished. You are trouble free—no more inconveniences—not even little ones.

1912 was a great Oakland year. 1913 promises greater things. The Oakland car for 1913 warrants making this statement. We are going to build bigger cars, make improvements in refinements, in luxuries, in riding qualities and for the comfort of the passengers, but in the matter of principle of construction we stand "pat." The most important announcement we can make is the launching of an Oakland six cylinder chassis and the building of a popular priced car which will be known as Model 35. These will be built in touring car and runabout styles.

We are convinced that the universal satisfaction given by 1912 Oaklands proves that the simple plan of construction adopted by us last year is true, both mechanically and in efficiency. No single car during the past year received the unstinted praise which was given the Oakland. No car displayed such wonderful progress, especially in the matter of body design, each model representing individuality and beauty found in but few cars.

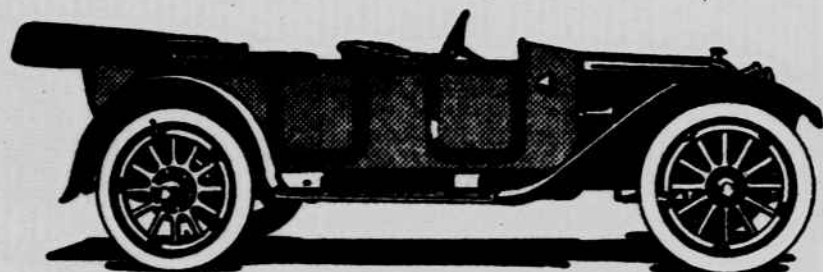
The marketing of an Oakland Six was no small undertaking. We couldn't afford to market an experiment. It had to be a "Six" that would not only be entitled to a place alongside the rest of the Oakland line, but be a leader and have enough superior points of its own to be able to claim more than

passing attention. In other words, *the new car had to be as distinctive in comparison with the other Sixes on the market as have been Oakland Fours.* And this has been accomplished. The new model has every right to claim recognition. There is a place for such a car on the market today.

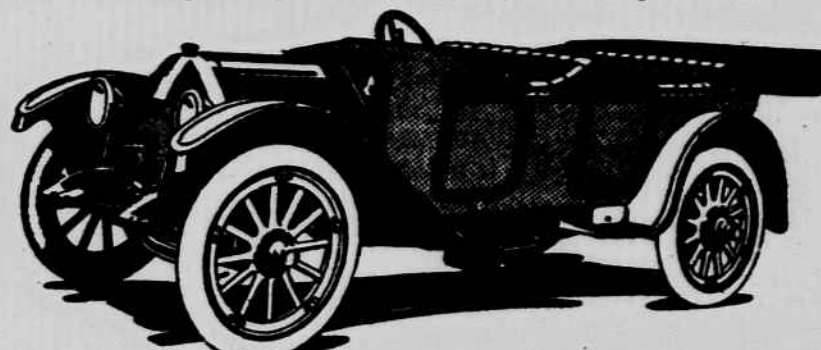
The successful automobile manufacturer, with a desire to remain in business, cannot afford to take any chances with his reputation, especially if it is a good one. We do not propose taking any. The Oakland "Six," like every other Oakland model, is offered with a full understanding of the many superior points and advantages incorporated. 1913 Oaklands have many meritorious innovations. Every model will be absolutely noiseless. The elimination of a number of small metal parts and the substitution of aluminum steps for running boards make this possible.

Oakland motors are known for their quietness. Perfect lubrication, superior bearings and correctly cut gears have brought fame to our power plants.

Oakland bodies, if anything, will be a little more distinctive than in the past—each model expressing individuality and harmony of lines.



Model 35. Five Passenger Touring Car, \$1075.00.



Model 42. Five Passenger Touring Car, \$1600.00.

The Greyhound 6-60—the new Oakland Six Cylinder Chassis has a wheel-base of 130 inches, double drop frame, unit power plant, cone clutch, sliding gear transmission, full floating rear axle, demountable rims, German silver radiator "V" shaped, 10 inch upholstery, full nickel trimmings, and equipped with electric lighting and ignition system and a self-starter. There will be mounted on this chassis four, five and seven passenger bodies, and a raceabout for two. Price of all models \$2400.00.

Model 45, seven passenger Limousine; wheel-base 120 inches, double drop frame, unit power plant, selective sliding gear transmission, cone clutch, Bosch magneto, \$3000.00.

Model 42 chassis, 116 inch wheel-base, double drop frame, unit power plant, cone clutch, sliding gear transmission, full floating rear axle, demountable rims, German silver radiator "V" shaped, 10 inch upholstery, full

nickel trimmings, and equipped with electric lighting and ignition system and a self-starter. There will be mounted on this chassis a five-passenger body, a close coupled four-passenger body and the famous Sociable Roadster (three-passenger—single seat). Price of all models \$1600.00. There is also built a smart four-passenger coupe on this chassis selling at \$2500.00.

Model 40 chassis, five-passenger touring car; 114 inch wheel-base, single drop frame, unit power plant, selective sliding gear transmission, cone clutch, demountable rims, full nickel trimmings, and equipped with a self-starter at \$1450.00.

Model 35 chassis, five passenger touring car. Wheel base 112 inches; motor 3 1/2 x 5; unit power plant; cone clutch; selective transmission; semi-floating rear axle; Hyatt roller bearings; "V" shaped vertical tube radiator; 32 x 3 1/2 inch tires; demountable rims; gasoline capacity 15 gallons; Remy ignition; electric lights with storage battery; nickel trimmings; single drop frame; body, wood and metal, \$1075.00. We are also building on this chassis a three-passenger sociable roadster, at \$1000.00.

Fill out the attached coupon for 1913 catalog.

**OAKLAND
MOTOR CAR
COMPANY**
Pontiac, Mich.

Please send me your 1913
Oakland Catalog.

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